

# Young & Rubicam New York

285 Madison Avenue  
New York, New York 10017-6486

June 27, 1997

Lauren Steen - Assistant Brand Manager  
Parliament  
Philip Morris  
120 Park Ave.  
New York, NY 10017

Dear Lauren,

As per your request, we have complied a list of possible box names for the proposed Parliament Blue 100s Box launch into Region 1.

Assuming we are moving forward with curved edges, the following are our recommendations:

- Pearl Box or Pack
- Breeze Box or Pack
- Grand Box or Pack
- Perfect Box or Pack
- Atlantis Box or Pack
- Recess Box or Pack

If you have any questions please feel free to call me at (212) 210-3371.

Thank you.

Sincerely,



Kelly A. McCloskey

cc:      PM  
          M. Waldman

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